

Behind the Scenes

By REYNOLDS KNIGHT

The amount that corporations plan to invest in new plants and equipment during 1957 is being estimated at between 6 and 12 per cent higher than those expenditures last year.

On research, they'll spend about 20 per cent more.

So it looks as if industrialists are quite optimistic. Major capital improvements are usually deferred and research programs are cut when the outlook appears bumpy. If nothing occurs to disturb current plans and the government continues to increase its rate of spending, there will be little to worry about at least through June of 1958.

All that's needed now is more optimism on the part of the average consumer. Maybe the weather will bring her a gleam to the public's eyes.

Factoring Facts — Small manufacturers with good products and a desire to grow will be interested in a new public service bulletin designed to help them.

The bulletin is called "How Factoring Companies Help Small Businesses." It contains all the important facts about the form of financing known as old-line factoring. Despite its comprehensiveness, it is written in a non-technical style that makes for easy reading.

Authored by Morton Goodspeed, president of William Iselin & Co., Inc., the oldest and largest of the country's old-line factoring firms, the booklet is available through the National Small Businessmen's Assn., 801 19th St., N.W., Washington, D.C.

The bulletin tells who uses factoring, and why, and points out that factoring is not for everybody. The "benefits of factoring" when and where it is properly used and the "unusual services" of the factor should be of interest to any small manufacturer who isn't factored but has a good product line and capacity to expand.

Things To Come—The British are designing an atomic-powered flying tug to tow gliders across the Atlantic . . . Ready for market is an attachment for a regular truck so that it can be used as a spreader of sand, salt or calcium chloride . . . And for the accident-prone, there is now an invisible liquid substance to make bathtubs and shower stalls slip-proof . . . it's appropriately named "Skull-Saver."

Aid To Education—American industry's interest in furthering the education of our young people is being expressed through various scholarships, grants-in-aid and other educational programs. General Motors, for example, offers 350 four-year scholarships annually to deserving students. Westinghouse provides more than 200 \$3000 grants each year.

Unique in the category of scholarships is one initiated by Schenley Industries, Inc., in Los Angeles two years ago. Set up as a two-phase program, the project involves, first, the selection of a previously unrecognized but worthy citizen as the community leader of the year. The selection is made by popular vote among the city's residents. Next, a four-year scholarship is named in honor of the person chosen as Leader.

Local Coed Elected to School Post

Peggy Jo Wood, daughter of Mr. and Mrs. William H. Wood, 2020 Martina Ave., has been elected Women's representative-at-large in the annual spring election of officers of the Associated Students of University of California, Santa Barbara College.

Miss Wood is a sophomore majoring in elementary education and has served in numerous capacities at Santa Barbara College. She was secretary of the activities control board, junior Panhellenic president, sophomore class secretary, president of her sorority, Chi Omega; a member of the service organization, Colonel's Coeds, and a member of the publicity committee.

Approximately 1200 Santa Barbara College students voted to name the slate of 1957-58 officers.

HIGHEST ROAD

Highest automobile road in the U.S. is said to be that winding to the summit of Mt. Evans, an altitude of 14,360 feet.

ing Citizen and is awarded to a student chosen by a committee of educators.

Altogether, business and industry gave \$100,000,000 to higher education in 1956. This is an increase of 25 per cent over the amount contributed two years ago, and is \$60,000,000 more than provided in 1950.

In-Plant Training—One of the biggest roadblocks to development of economically reared countries is lack of trained personnel. To cope with this problem, the foreign minister of The Netherlands is urging that industrial concerns in well developed nations offer in-plant training to young business executives and engineers of countries in Asia, Latin America and Africa.

The minister suggested that shipping, railway and machine tools industries take the lead in offering training programs

such as this. They, he said, stand to gain a great deal from the industrialization of underdeveloped regions.

He cited as an example worthy of emulation the pioneering of the Ford Foundation in inviting 200 of India's engineers to come to the United States for training and study.

Bits o' Business—The men's clothing industry operated at 91 per cent of capacity during the first quarter compared with 88 per cent during the same period in 1956 . . . On the other hand, operations of the country's steel producers were at 88.7 per cent of capacity the week of April 22 while a year ago they were operating at 98.4 per cent, although of a lower capacity. . . . But car output through April 27 this year totaled 2,290,589 compared with 2,269,100 cars in the like period in 1956.

Water, Water Everywhere: Plenty of Drops to Drink

The supply of Colorado River water being delivered to cities and areas in the Metropolitan Water District of Southern California, Thursday, was increased by 130 million gallons per day — enough to meet the needs of nearly one million more people.

This announcement was made by Robert B. Diemer, general manager and chief engineer of the district.

The increased water supply was brought about by placing in operation a fifth gigantic pump at each of the five pumping stations along the Colorado River Aqueduct. These pumps lift the water out of the Colorado River and over mountain barriers between the river and the coastal plain of Southern California, the district official said.

650 Million Gallons — "Each of the five pumps now installed at the five pumping stations is capable of pumping water at the rate of

200 cubic feet per second," Diemer declared. "This means that we can now deliver 650 million gallons of water a day to Southern California."

"In addition to meeting the day-by-day water needs of homes and factories, this increased supply of Colorado River water is now being used to fill the district's reservoirs and to replenish under water basins. More than one third of the total amount of water we are now bringing in is being used to replenish underground water basins in Los Angeles and Orange counties," Diemer stated.

Supply Assured — The increased aqueduct flow assures an adequate Colorado River water supply for Metropolitan Water District areas in Los Angeles, Orange, Riverside and San Bernardino Counties, according to Diemer. He said that in San Diego County, rapidly increasing water use is taxing the capacity of two

Engineers Honor Head of General Phone Corp. — Donald C. Power, president of General Telephone Corp., Thursday, received the distinguished public service award given annually by the American Society of Tool Engineers at its regular meeting sponsored by the New York Chapter.

The award was made by Hartley W. Barclay, past chairman of the Greater New York Chapter and publisher of Tide Magazine.

large lines now serving that area. However, construction of a third delivery line into San Diego County is scheduled soon to be under way.

Diemer pointed out that placing the fifth pumping units in operation is part of a \$200 million expansion program which will bring the huge Colorado River Aqueduct to its full delivery capacity of more than one billion gallons of water a day by the end of 1960. The additional water to be made available will take care of 4,000,000 more people than are now residing in Southern California, Diemer said.

MAY 12, 1957

TORRANCE HERALD

Fifteen

THS Seniors' Parents Will Meet Tuesday

Parents of senior students at Torrance High School are invited to attend a conference in the Library on Tuesday at 7:30 p.m.

All remaining senior activities, including Baccalaureate and Commencement will be discussed and all relative matters such as expense, dress, regulations, and dates will be included in the discussion.

Following the conference will be the final meeting of the high school PTA to which all parents are invited. Featured on the program will be a fashion show staged by the sewing department, a panel of foreign exchange students, and the installation of the new PTA officers. Refreshments will be provided by the senior boys' foods class.

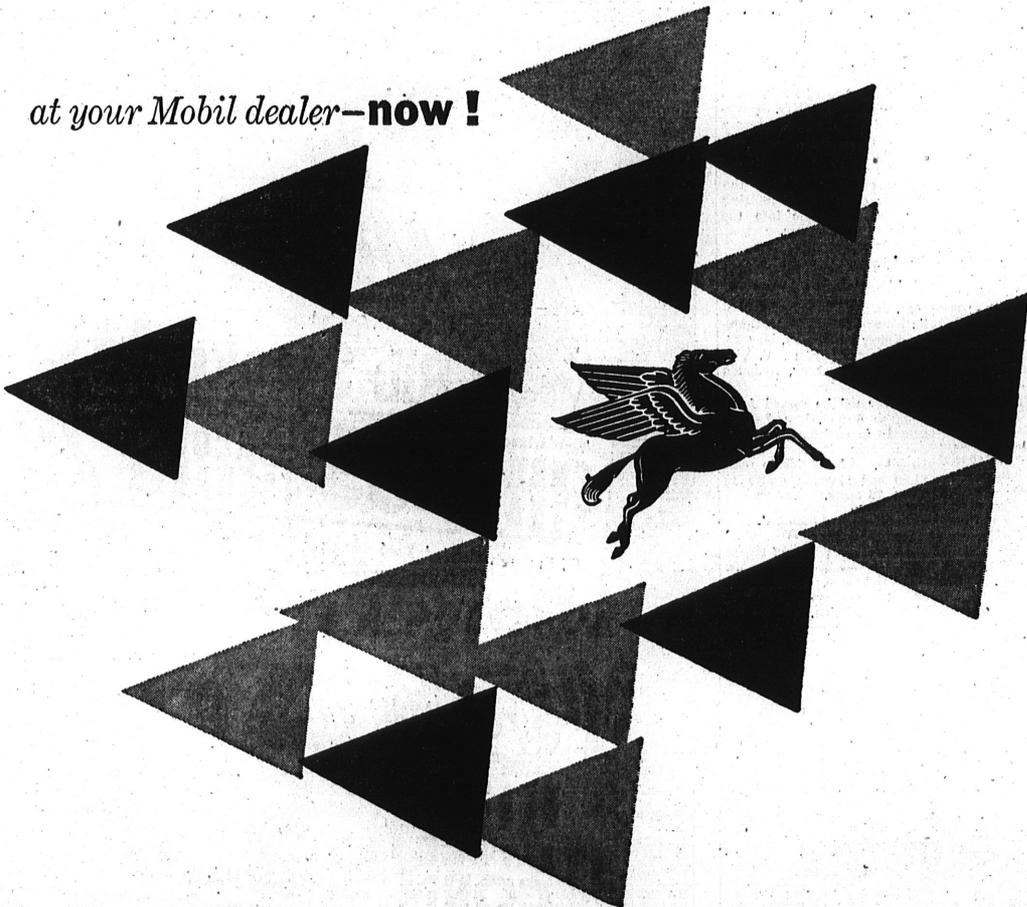
TED OLSON TO MANAGE FIRESTONE

Ted Olson was named manager of the Torrance Firestone Store, Marcelina and Cravens Aves., this week, according to H. M. Thomason, district manager for the Firestone Tire and Rubber Co.

He replaces Ray Mattley, who was transferred to the Firestone store in Reseda. Olson joined Firestone in 1951 in San Diego, and has been in Los Angeles since 1955 in oil company sales promotion work. He was chosen to take a sales training program in Akron, Ohio, and is a former territory salesman in the Long Beach area.

Married and the father of four children, he lives in Anaheim, but plans to move to Torrance this summer. Currently a Scout commissioner in Orange County, he is active in Cub Scout work and in Long Beach church work.

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